



KSHB-TV

## ORDER

Print Date 08/20/12

Page 1 of 2

Flight Dates 08/21/12-08/27/12

Contract / Revision 308410 /

Original Date / Revision  
08/20/12 08/20/12

Advertiser Nixon / Democrat / Govern

Agency Campaign Group

Buying Contact

1600 Locust Street  
Philadelphia, PA 19103

Product

Jay Nixon Governor

Agency Com 15%

Billing Contact

1600 Locust Street  
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 8.21-8.27

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 25% Market Value 58100

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	75%	43575
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	13	\$8,372.50	\$9,850.00	27.30	07/30/12	08/26/12	13	\$8,372.50	\$9,850.00
September 2012	7	\$3,973.75	\$4,675.00	14.30	08/27/12	08/27/12	7	\$3,973.75	\$4,675.00
Totals	20	\$12,346.25	\$14,525.00	41.60					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KSHB	08/21/12	08/27/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-2	1.30	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/21/12	08/27/12	MTWTF--		3			\$400.00			1.30			
N 2	KSHB	08/21/12	08/27/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	1:00	3	\$800.00	P-2	1.30	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/21/12	08/27/12	MTWTF--		3			\$800.00			1.30			
N 3	KSHB	08/21/12	08/27/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$500.00	P-2	2.10	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Print Date: 08/20/12

Page 2 of 2

Contract / Revision **308410** Flight Dates **08/21/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/20/12/ 08/20/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Jay Nixon Governor**

Estimate # **8.21-8.27**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	08/21/12	08/27/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$500.00	P-2	2.10	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/21/12	08/27/12	MTWTF--	2		\$500.00	1.30							
N 4	KSHB	08/21/12	08/27/12	Today Show Today Show	CM	7-9a	MTWTF--	1:00	3	\$1,000.00	P-2	2.10	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/21/12	08/27/12	MTWTF--	3		\$1,000.00	1.30							
N 5	KSHB	08/21/12	08/27/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$1,000.00	P-2	4.90	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/21/12	08/27/12	MTWTF--	2		\$1,000.00	4.90							
N 6	KSHB	08/21/12	08/27/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	1:00	1	\$2,000.00	P-2	4.90	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/21/12	08/27/12	MTWTF--	1		\$2,000.00	4.90							
N 7	KSHB	08/21/12	08/27/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	3	\$325.00	P-2	2.10	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/21/12	08/27/12	MTWTF--	3		\$325.00	2.10							
N 8	KSHB	08/21/12	08/27/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	1:00	3	\$650.00	P-2	2.10	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/21/12	08/27/12	MTWTF--	3		\$650.00	2.10							
Totals														20	\$14,525.00